

**ABSTRACT**

By specifically orientating an interior surface with an applied chemical additive in a multi-ply web with respect to the crimping roll, the ply attachment strength between the plies can be increased. In one aspect, a three-ply facial tissue product has the middle ply treated with a virucidal chemical additive. The three plies are crimped together such that the interior  
5 surface with the virucidal chemical additive faces the protuberances of a crimping roll as the plies are crimped together. When crimped in this manner, the variability in the ply attachment strength between the first outer ply and the middle ply as compared to the ply attachment strength between the middle ply and the second outer ply is reduced.